

THE COMMUNICATIONS BEHAVIOR OF A SELECTED NUMBER
OF SENIOR CITIZENS RESIDING IN CENSUS
TRACT F-25, ATLANTA, GEORGIA

A THESIS
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CHAPTER I

INTRODUCTION

The life span of human beings has been increasing during the past several decades. In 1900 the average life span was 47 years; in 1940 it had increased to 63 years. It is estimated that by 1960 the average life expectancy will be approximately 75 years.¹ An increase in the life span operates in direct proportion to an increase in the number of senior or aged citizens in the population as a whole. It has been revealed that in 1940 there were approximately nine million persons over 65 years of age as compared to more than 12 million in this age category in 1950. General estimates indicate that there will be from 20 to 26 million by 1980.² During the period 1940 to 1950, the increase in the number of senior citizens was twice as great as the overall increase in the total population of the United States. To substantiate this, the total population of the United States increased 14.5 per cent while those 65 years and older increased 36.1 per cent.³

The tremendous increase in the number of senior citizens

¹Jerome Kaplan, A Social Program for Older People (Minneapolis: The University of Minnesota Press, 1953), p. 4.

²Ibid.

³Ibid.

demands an effort from society to provide activities and programs which will tend to enhance the cultural, social, and recreational life of the aged. Community service groups have been conducting surveys in various cities to determine the wants and needs of the aged. In 1953, a community survey was conducted in Grand Rapids, Michigan to attempt to identify what needed to be done with and for aging citizens. This particular survey was conducted by the Division of Gerontology, Institute for Human Adjustment, University of Michigan.¹

The U. S. Department of Health, Education, and Welfare has received numerous requests for information on the educational aspects of aging. Because of the growing number of these requests, this Office has prepared a selected, annotated bibliography bearing directly or indirectly upon educational programs and activities designed for the primary purpose of developing skills, knowledge, habits or attitudes appropriate and necessary for vital, purposeful living during the years of late maturity.² This bibliography could be of use to individuals or organizations engaged in work with the aging and especially useful to librarians in making special collections of materials for use in reading course or other library activities for senior citizens. The preparation of this bibliography is an indication that aging is becoming a field of increasing interest.

As a result of the recognition of the urgent need to do some-

¹Woodrow W. Hunter and Helen Maurice, Older People Tell Their Story (Ann Arbor: University of Michigan, 1953), vii.

²U. S. Department of Health, Education, and Welfare, Education on the Aging, a Selected Annotated Bibliography, prepared by Betty Arnett Ward (Washington: U. S. Government Printing Office, 1958), p. vii.

thing for the senior citizens, the Department of Health of the city of New York, the Cornell University Medical College, the Cornell University Social Science Research Center, and the Russell Sage Foundation undertook a cooperative task to locate certain problems and needs of the aged population of New York city.¹

Recently, a Senior Citizens Survey² was conducted in Atlanta, Georgia, by the Community Planning Service to attempt to determine what this organization could do to make the lives of the senior citizens of Atlanta, Georgia more enjoyable. Data from this survey will be published later as a part of the Senior Citizens Committee Report.

Senior citizens are likely to have more leisure time than those who are much younger. The writer is concerned with investigating the utilization of this leisure time of senior citizens in relationship to their use of the mass media of communications.

Purpose and Scope

The purpose of this study was to gather data on the habitual use of the mass communications media and, by analyzing this data, to reveal the mass communications behavior of a selected number of senior citizens residing in Census Tract F-25, Atlanta, Georgia. The study is concerned with the relationship of practices in regard to both the printed and audio-visual media, including newspapers, magazines, books, radio, television, and motion pictures.

¹Bernard Kutner et al., Five Hundred Over Sixty, A Community Survey on Aging (New York: Russell Sage Foundation, 1956), p. 5.

²Interview with Frank Nicholson, Community Planning Services, January 12, 1959.

Census Tract F-25 includes 32 streets or portions of streets and is located in the northwest section of Atlanta, Georgia. This tract is bound on the north by Simpson Street, on the east by Vine Street, on the west by Ashby Street, and on the south by Hunter Street. This community was selected because it contains a rather large population of senior citizens: 551 out of a total population of 9,186,¹ or approximately six per cent , are over 65 years of age.

The terms "senior citizens" or "the aged", as used in this study, refer to adults who are 60 years of age and over.

Methodology

A random sample was made of Census Tract F-25, Atlanta, Georgia by selecting every third street out of the total number of streets composing the census tract. This yielded a total of 10 streets. A random sample was made of each dwelling in the first and each alternate block of the selected 10 streets with the hope that this method of procedure would give a representative sample of the aged citizens residing in Census Tract F-25.

The interview schedule was used as the instrument for collecting and recording data on the reading, listening, and viewing habits in regard to the mass media of communication. The respondents were asked whether they read the newspapers, to identify by title the newspaper or newspapers they read, whether they subscribed or obtained newspapers from other sources, portions they read, time of day they read, the amount of time spent reading newspapers each day, whether they scan or read the newspapers thoroughly, their reasons for reading,

¹Ibid.

and under what circumstances they would read additional newspapers. Similar questions were asked about magazines.

Questions concerning the use of books consisted of whether respondents had read any books recently, the number of books read, the amount of time devoted to reading books, the reasons for reading books, and the circumstances under which these persons would read more books.

The use of the library was investigated to determine whether or not the library served as one of the sources for obtaining communications materials. Respondents were questioned about the library usage by asking whether they owned a library card, their reasons for not owning a library card, the frequency of visits to the library, whether someone else borrowed books for them, and under what circumstances they would use the library more.

Data regarding the communications behavior of the respondents in regard to motion pictures, radio, and television were obtained by asking specific questions concerning their use of these media. Questions on motion pictures asked about their motion picture attendance, frequency of attendance, the name of the theater they attended, the types of pictures they liked best, the time of day they usually attended, their reasons for attending, and the circumstances under which they would attend motion pictures more often.

Questions on radio were concerned with whether or not they listened to the radio, owned or had access to a radio, their favorite type or types of radio programs, the time of day they usually listened, the amount of time spent listening, and under what circumstances they would spend more time listening to the radio.

Information on their television viewing habits was obtained by asking whether or not they watched television, owned or had access to a television, the time of day they viewed, the programs most frequently viewed, and under what circumstances they would view more television. A comparison of preferences for the various media was made after asking which of the media they liked best, and why a particular medium was listed as their favorite.

Findings regarding their use of the mass media were analyzed in relationship to certain socio-economic factors including age, education, occupation, and income. The age category included respondents from 60 years of age and above divided into intervals of 10-year periods, 60-69, 70-79, and 80 and above. Sex, as designated on the interview schedule, was not treated as a factor because a preliminary examination of the data revealed no significant differences in the communications behavior according to sex. The educational status of the respondents was divided into five levels: no school, grade school, high school, college, and graduate or professional. Those respondents who had had some grade school, who had completed grade school but had gone no higher were categorized at grade school level. The same procedure was used for the other levels of education listed on the interview schedule. Respondents were categorized into four occupational groups: laborers, skilled workers, white collar workers, and professional workers. The same categories were used for both employed and retired respondents. Respondents were divided into three income brackets according to yearly income: the lower economic level included those who had an annual income of less than \$500; the middle economic

level included those who had an annual income of \$500 but under \$1000; the higher economic level included those who had an annual income of \$1000 or more. The income brackets of aged citizens were established on the basis of previous statistics which revealed that in 1950, 39 per cent of those 65 and over living alone or with non-relatives had a cash income of less than \$500.¹ A survey made in Grand Rapids, Michigan two years later, 1952, revealed that approximately two thirds of the aged citizens interviewed had a cash income of less than \$1500.²

¹U. S. Bureau of the Census, Current Population Report, Consumer Income, Ser. p-60, No. 9, 1952, p. 25.

²Hunter, loc cit., p. 25.

CHAPTER II

A RESUME OF ACTIVITIES PLANNED ESPECIALLY FOR THE AGED

Numerous community agencies are consistently planning activities or making surveys to determine what activities should be planned for aged citizens. There are many groups, organizations, and agencies that are presently attempting to provide wholesome and enjoyable activities for senior citizens. In this discussion, however, only what the public library is doing for the aged citizens will be considered.

Gerontology, the science of old age in the present environment,¹ is an area of which the public library is becoming aware. This awareness had prompted the public library to investigate the types of services needed by senior citizens in order to provide some of these services for them. A post card survey was conducted of public libraries in towns of 2500 population and over.² One of the purposes of this study was to gain an idea of the types of library services provided for the aged. Libraries were asked to check a list of services and indicate whether they were provided specifically for older people, workers with older people, or for the general public. The services

¹Hannah Logasa, "Grow Old Along with Me", Library Journal, LXXVIII (November 1, 1953), 1887.

²Eleanor Phinney, "Library Service to an Aging Population, Report on a Post Card Survey", American Library Association Bulletin, LI (September, 1957), 607-609.

listed were: providing books, films and other audio-visual materials in the area of geriatrics; publicizing materials; providing a meeting place; working with other community agencies; sponsoring group activities; acting as a community clearing house; and providing shut-in services. According to the 1,391 replies tabulated, it was evident that all the services listed were provided but the four most frequently mentioned were: (1) providing books, (2) publicizing the materials available, (3) providing shut-in services, and (4) working with other agencies. Other notes on the cards revealed that shut-in service was provided in several cases direct to the individual's home, either by volunteers or by the library staff.

Work with other agencies took many forms such as providing a meeting place for a group of older people engaged in an activity sponsored by another agency, permitting a librarian or staff member to serve as a member of a council or planning group, and providing materials and help in program planning for other agencies. This was evident by the fact that the next two most frequently mentioned services were, providing a meeting place and providing audio-visual materials. The Golden Age and Senior Citizens groups were among the agencies and groups served.

In towns with populations under 25,000 more libraries were publicizing materials than working with other agencies, while in towns with populations over 25,000 a uniformity in the type of services provided was reported.¹ Shut-in service ranked about the same in towns

¹Ibid., p. 608.

in each size group. No appreciable differences existed between regions surveyed; however, findings from the New England and West North Central Region resembled each other very closely, providing books, shut-in services, publicizing materials, publicizing and working with other agencies. A very slight variation of the above order existed in the East North Central and the Pacific Region.

This post card survey was just a beginning step to what intends to be a more intensive and detailed study to determine for the first time how the libraries of this country are meeting the problem of an aging population.

Several writers in the field of library service and geriatrics have asserted their views on making special provision for senior citizens. James H. Woods¹ presented the idea that a program of looking at and listening to audio-visual materials, lectures, and other activities which do not require active participation should be provided because the physical reactions of older people have slowed down and, as a result, they have to accept the passive role of sitting and being entertained. He suggested that book reviews be given by members of aged citizens groups. Easily read books on the subject of aging and retirement as well as classic books should be reviewed² and then discussed by members of the groups.

Another writer,³ expressing concern for library services to an aging population, maintained that aged citizens have more leisure time

¹James H. Woods, Helping Older People Enjoy Life (New York: Harper and Brothers, 1953), p. 45.

²Ibid., p. 48.

³Logasa, op. cit., p. 1887.

than other adults; how this leisure time is spent can have an effect on their morale. The tremendous amount of leisure time among senior citizens causes a new reading audience to be introduced to the library. Special provisions which are slightly different from the regular library set up, should be made for this new audience.¹ A special room on the ground floor equipped with comfortable chairs, with a friendly, informal atmosphere, and staffed by an understanding librarian, should be provided for senior citizens. The specially provided room should be equipped with audio-visual materials, cross-word puzzles, and other hand-work materials. The book collection within the room should consist of picture books, books with large print but mature concepts for those who, because of visual problems, do not read well, books in the humanities, sciences and social sciences, self-help books, and humorous books.

Several specific libraries in various sections of the United States have spent an unlimited amount of time and effort in preparing a program for aged citizens. Some libraries that have reported on their programs in the professional literature have expressed a high degree of satisfaction with the responses received from their senior citizens groups.

One public library that has done pioneer work in planning a program for the senior citizens is the Cleveland Public Library. From January to July of 1954, the Cleveland Public Library conducted a special group experiment with funds provided for adult education by

¹Ibid., p. 1888.

the American Library Association.¹ This experiment had as its main purpose to intensify the development of work with older people in a public library. The need for such an experiment was recognized after seven years of work with the "Live Long and Like it Library Club" which was organized in 1947. This group of elderly citizens had shown a change in attitudes, an intensification of interests, and a growth of new interests related to reading. The method and procedure employed in this experiment consisted of a simple type questionnaire, designed to determine the areas of major interest of the members which was given to each member of the "Live Long and Like It" group. The club was divided into five different groups because the findings revealed that five major interests prevailed among the members of the club. Each member was allowed to select the group that he wanted to be a part of and a specific name or label was given to each group.

Group one, labeled Great Interest in Music Group, was composed of members who wanted to learn about composers, their lives and times, to learn about musical instruments and musicians, and to understand and appreciate music. Weekly meetings, two hours in length, were held at which time the members played musical instruments, read papers related to music or the contributions of composers, and conducted film forums. These activities continued to function after the experiment had ended.

Group two, the Book Review Group, consisted of those members who had expressed a wish to keep up their reading although they were no longer able to see very well. The group met every two weeks. At

¹Fern Long, "Cracking the Age Barrier", American Library Association Bulletin, XLIX (March, 1955), 129.

their meetings, some members gave book reviews while other gave biographical sketches of authors.

Group three, The Current Affairs Discussion Group, met every two weeks during the noon hours. Between meetings each member of this group was requested to read a newspaper clipping of interest to him and to discuss it with the other members while they ate lunch together. After lunch and group discussion, a guest speaker, who was usually a news analyst or outstanding newspaper man, would address the group.

The discussions of group four, the Travel Group, centered around the various nationality groups in Cleveland. Various countries were read about and discussed at the bi-weekly meetings; films, music, exhibits and books related to the particular country being discussed, gave a well rounded picture of the place being considered.

Group five, the Exchange Group, was composed of those members who wanted to discuss with each other their hobbies, travels, reading, and other ideas.

At the end of six months, an achievement day was held on July 7, 1954. All of the 142 members of the "Live Long and Like it Library Club" who had participated in the experiment were present. Two persons from each group represented their particular group on the platform and presented a summary of activities and the reactions of the group to the experiment.¹

The Boston Public Library also has a unique program for serving senior citizens through a group referred to as the "Never too Late Group"²

¹Ibid., 131.

²Helen Hirson, "Never too Late Group", Library Journal LXXVIII (November 1, 1958), 1883.

which consists of men and women over 60 years of age. This group was organized in Boston, Massachussets, mainly for mentally alert senior adults who believed that it is never too late to gain knowledge, discover new interests, and meet new friends. Presently, this group is composed of senior citizens from every economic, educational and social level. The programs are concerned with illustrated travelogs of various countries, current national and international issues, famous people, personal health, art, music, literature, and personal experiences. These activities are frequently illustrated by appropriate motion pictures. At each meeting, books dealing with the coming week's discussion are made available for circulation. Usually, two titles related to the discussion of the following week are recommended for home use.

Four sub-groups function within the main group. The members of the first sub-group display their crafts and explain how they became interested in them. The members of the second sub-group, interested in music and writing,¹ originated a special musical program with various members playing a variety of instruments and types of music. Latent literary talent was revived in many of the members who, since the initiation of the literary activities, have been inspired to make original contributions in the form of poetry, short stories, legends, epigrams, novels, and biographies. A third sub-group, consisting of five members without any artistic talents, confine their activities to panel discussions of aspects of an enjoyable life for aged citizens.

¹Ibid.,

A fourth sub-group restricts its activities to new books in the area of gerontology. The book reviews, according to the Boston Public Library, resulted in the stimulation of book circulation in the Boston area. For three seasons this sub-group presented a program, Current Book Reviews Presented Dramatically, when a reviewer would discuss a book and several members dramatically read conversations from the book. The results of this program were also very effective as measured by the number of requests for the book the library received.

After realizing the severe need for special types of public library services for aged citizens, the Woodlawn Regional Branch of the Chicago Public Library originated, in 1950, "The Mature Minds Discussion Group".¹ The age limits for the participants was not stated; however, many retired people, because they had considerable leisure time, were attracted by the activities of the group. The members of the group aided in planning the program and choosing a particular theme for each discussion. The theme was introduced either by a speaker, music, or film, and books were made available in the auditorium where the meetings were held although some members ignored the special collection and selected their books from the general collection.

Other branches of the Chicago Public Library followed the plan of the Woodlawn Branch and achieved satisfying results. It was found that the cultural and economic status of the community was not a determining factor in the range of interests among members of the various branches; the size of the audience depended primarily on the

¹Bernadine McLaughlin, "The Chicago Public Library Program with Older People", Illinois Libraries, (October, 1955), 250.

interest in the subject and the personality of the participant. Some of the more popular programs were those that dealt with practical matters such as social security, income tax, and new laws on old age benefits. Music, art, travel, civic affairs, and the United Nations were among the other subjects discussed.

The local Historical Society organized by nine branches of the Chicago Public Library was not formed especially for aged citizens, but they like to participate.¹ The purpose of this organization is the collecting and preserving of historical data of the various neighborhoods. As a result of participation in this organization, many aged citizens have compiled historical documents of the various neighborhoods for contribution to the society.

Rose Vainstein,² in a recent article, revealed the awareness of the public library to the particular needs and problems of each age group. Readers past middle age are considered now when choosing a site for a library building, selecting and arranging library equipment, planning programs, and purchasing equipment and supplies.

Many public libraries and library organizations have made selection aids available to elderly citizens to inform them about the types of books available to them. The American Library Association has published Books For Tired Eyes³ as a selection aid which lists

¹Ibid.

²U. S. Department of Health, Education, and Welfare, "Earmarked for the Elderly" by Rose Vainstein, School Life (Washington: U. S. Government Printing Office, December, 1958), p. 9.

³Charlotte Matson and Lola Larson, Books for Tired Eyes (4th ed.; Chicago: American Library Association, 1951).

recent books printed in 12 point type on subjects of interest to elderly citizens. Several unpublished lists have been issued by various libraries. Among these are: The Cleveland Public Library, "Easy on the Eyes", an aid for the selection of books for elderly citizens; the Milwaukee Public Library "Let's Read Aloud", for those who work with older people as readers to the aged. "The Advancing Years" is also a selection aid which was prepared by the Wisconsin Free Library Commission.

Various public libraries, according to Rose Vainstein, are providing shut-in service to elderly citizens.¹ The Cleveland Public Library makes books available to people who are incapacitated. This program is financed by the Judd Fund which enables a librarian to visit shut-ins with a selection of specially chosen reading materials at his residence or home. Other libraries that offer shut-in service are the Chicago Public Library which provides reading materials by mail with the borrower paying the return postage; the New Rochelle Public Library which cooperates in home visiting and shut-in service of community agencies; the Dayton and Montgomery County Public Library deliver and receive books by Volunteer Service Bureau; the Huntington (West Virginia) Public Library provides telephone services and free mailing of books; and the Parson (Kansas) Public Library provides services to nursing homes in the area with the help of the Unitarian Study Club. Several other public libraries also deliver books and materials either by friends of the library, by mail, or by members of interested organizations.

¹U. S. Department of Health, Education, and Welfare, loc. cit.

Some libraries are also providing certain pieces of equipment designed to enable elderly citizens who are suffering with visual difficulties to read better.¹ Magnifying equipment and ceiling projectors which enlarge print five times are among the instruments at the disposal of senior citizens. Talking books are located in certain regional centers such as the Free Library of Philadelphia, the New York Public Library, New Jersey, Long Island, Connecticut, Puerto Rico, and the Virgin Islands.

The frequent appearance of articles on library services to the aged in the organs of library organizations indicate that interest in this area is on the increase.

¹Ibid., p. 10.

CHAPTER III

IDENTIFICATION AND ANALYSIS OF THE COMMUNICATIONS BEHAVIOR OF THE SAMPLE OF AGED CITIZENS RESIDING IN CENSUS TRACT F-25, ATLANTA, GEORGIA

This chapter presents an analysis of the findings of the survey and a composite picture of the communications behavior of a selected number of senior citizens residing in Census Tract F-25, Atlanta, Georgia. It includes a description of the persons included in the sample and their practices in regard to reading newspapers, magazines, and books, and their behavior relative to viewing motion pictures and television and listening to the radio. Library usage is also reported. The analysis is made in relationship to age, education, income, and occupation.

By following the method described in Chapter I, the interviewer contacted 49 senior citizens in Census Tract F-25. From this sample, 41 responses were secured, and eight persons refused to be interviewed for various reasons. All eight persons were courteous in refusing to be interviewed: one person said she was having dinner; one said he was observing the Sabbath; four were ill; and two stated that they were too busy and could not spare the time for an interview.

Age, Educational, Economic, and Occupational Status of the Sample

The interviewer expected responses regarding the use of the media to differ according to age groups, consequently, three age group

categories were set up on the interview schedule: 60-69, 70-79, and 80 and above. Table 1 shows the distribution of the sample by age. The largest group of respondents, 28, fell between the ages 60 and 69, the second largest group, 12, ranged in age from 70 to 79, and only one respondent fell in the age range of 80 and above.

TABLE 1
DISTRIBUTION OF SAMPLE BY AGE

Age Group	Number in Sample	Percentage
60-69	28	69
70-79	12	29
80 and above	1	2
Total	41	100

It was believed that education would be an important factor in the use of the media, especially printed media which require reading, consequently, five educational levels were established: no school, grade school, high school, college, and graduate or professional school. Twenty-seven of the respondents had a grade school education, eight had a high school education, four had a college education, and two had not attended school (see Table 2).

It was also the opinion of the investigator that economic status would be an important factor in regard to the respondents' use of the mass media of communications. Because of this opinion, a question was asked about level of income. Persons were asked whether they were in a higher income bracket of \$1000 a year and above; a

middle income bracket of from \$500-999 a year; or in the lower income bracket of less than \$500 a year. Eight persons fell in the higher income bracket, 12 in the middle, 21 in the lower bracket. It is important to note that over half of 51 per cent of the sample had less than \$500 a year income; 29 per cent had \$500-999, and 20 per cent had \$1000 and above (see Table 3).

TABLE 2
DISTRIBUTION OF SAMPLE BY EDUCATION

Education	Number in Sample	Percentage
No School	2	5
Grade School	27	65
High School	8	20
College	4	10
Graduate or Professional School
Total	41	100

It was expected that answers to questions on the interview schedule would differ according to the occupations of the respondents. Because of this, interviewees were asked to give their present occupation, or if retired, the occupation from which they were retired, according to the four categories listed on the interview schedule: laborer, skilled worker, white collar worker, and professional worker.

Twenty-four of the laborers were retired and seven were presently

employed. As for the skilled workers, seven were retired and one presently employed. All of the professional workers, two, were retired (see Table 4).

TABLE 3
DISTRIBUTION OF SAMPLE BY INCOME

Income	Number in Sample	Percentage
Higher: \$1000 and above	8	20
Middle: \$500-999	12	29
Lower: less than \$500	21	51
Total	41	100

Provision was made on the interview schedule for the identification of sex. Twenty-nine or 71 per cent of the respondents were females and 12 or 29 per cent were males. Sex was not considered in the analysis of the data because a preliminary examination of the data did not reveal any significant differences in the communications behavior of the sample according to sex.

Communications Behavior of the Sample
Reading of Newspapers

In accordance with the methodology stated in Chapter I, respondents were asked specific questions designed to discover their communications behavior relating to whether or not they read newspapers,

the quality of their newspaper reading, source of obtaining newspapers, sections read, time of day they usually read, amount of time spent reading, whether they scanned or read thoroughly, their reasons or reasons for reading, and under what conditions would they read more newspapers.

TABLE 4
DISTRIBUTION OF SAMPLE BY OCCUPATION

Occupation	Number in Sample	Percentage
Laborers:		
Retired	24	59
Employed	7	17
Skilled workers:		
Retired	7	17
Employed	1	2
White collar workers:		
Retired
Employed
Professionals:		
Retired	2	5
Employed
Total	41	100

It was found that 34 persons, or 83 per cent of the sample, read newspapers while seven, or 17 per cent, were non-readers. Only 30 persons in the sample were subscribers; 11 received their newspapers from other sources such as newsboy, drug store, and newsstand.

When the sample of newspaper readers was considered by age, it was found that 25 persons in the 60-69 age group read newspapers,

and three persons were non-readers. In the 70-79 age group eight persons were newspaper readers and four were non-readers. In the 80 and above group consisting of one person, the one person was a newspaper reader (see Table 5).

TABLE 5
NEWSPAPER READING PRACTICES BY AGE GROUP

Age Groups	Readers		Non-readers		Total	Subscribers	Non-Subscribers
	Num-ber	Percent-age	Num-ber	Percent-age			
60-69	25	89	3	11	28	21	7
70-79	8	67	4	33	12	9	3
80 and above	1	100	1	...	1
Total	34	83	7	17	41	30	11

A distinct difference in newspaper reading practices in relationship to education was observed among the sample. There was an increase in reading with each educational level until 100 per cent was reached in the category composing those persons on the high school and college levels. As was expected, those persons who had no schooling did not read newspapers. Nineteen persons or 81 per cent of the respondents in the grade school category read newspapers and all the persons on the high school and college level read newspapers (see Table 6).

In terms of income, every person in the higher income bracket read the newspaper while only nine of the 12 or 75 per cent of those

in the middle income bracket read the newspaper. Eighteen of the 21 persons, or 86 per cent, of those persons in the lower income bracket read newspapers. It is important to note that income was not an important factor in newspaper reading among the senior citizens residing in Census Tract F-25 (see Table 7)

TABLE 6
NEWSPAPER READING BY EDUCATION

Education	Readers		Non-readers		Total	Subscribers	Non-Subscribers
	Number	Percentage	Number	Percentage			
No School	2	100	2	...	2
Grade School	22	81	5	19	27	19	8
High School	8	100	8	7	1
College	4	100	4	4	...
Graduate or Professional
Total	34	83	7	17	41	30	11

An analysis of the data on newspaper reading among the members of the sample according to occupation revealed that 19 of the 24 persons or 79 per cent of the respondents in the retired laborer category read the newspaper; all of the persons in the employed laborer category, five out of seven of the retired skilled group, and all of the respondents in the employed skilled group and retired professional group were

newspaper readers (see Table 8).

TABLE 7
NEWSPAPER READING BY INCOME

Income	Readers		Non-readers		Total	Subscribers	Non-subscribers
	Num-ber	Percent-age	Num-ber	Percent-age			
Higher: \$1000 and above	8	100	8	7	1
Middle: \$500 to 999	8	75	4	25	12	8	4
Lower: Less than \$500	18	86	3	14	21	15	6
Total	34	83	7	17	41	30	11

The members of the sample read only local newspapers. The Atlanta Constitution, a morning daily, had the largest number of readers, 25. The Atlanta Daily World, a morning daily except Mondays, had the second largest number of readers, 19. The Atlanta Journal, an evening daily, had the smallest number of readers, seven.

The question on the source of the newspaper that respondents read revealed that 30 of the 41 respondents or 73 per cent of the sample subscribed to one or more newspapers. This indicates that 11 of the 41 persons interviewed and four of those who read newspapers did not subscribe to them. Those who read newspapers but did not subscribe to them reported that they obtained their newspapers from neighbors, newsboys, the newsstand and the drug store.

TABLE 8
NEWSPAPER READING BY OCCUPATION

Occupation	Readers		Non Readers		Total	Sub-scribers	Non-Sub-scribers
	Num-ber	Percent-age	Num-ber	Percent-age			
Laborers:							
Retired	19	79	5	21	24	17	7
Employed	7	100	7	6	1
Skilled workers:							
Retired	5	71	2	29	7	4	3
Employed	1	100	1	4	...
White collar workers:							
Retired
Employed
Professional workers:							
Retired	2	100	2	2	...
Employed
Total	34	83	7	17	41	30	11

It was assumed by the investigator that the sections of the newspaper read by the respondents would indicate their newspaper reading habits and interests. Because of this assumption members of the sample were asked what sections of the newspaper they read and their frequency of reading them. Thirty-three of the 34 readers always read the front page; one read it sometimes; 23 always read other news pages and 11 read them sometimes. There were only three sections of the newspaper, front page, other news pages, and store advertising that respondents read either regularly or occasionally. There were other sections that

numerous respondents never read (see Fig. 1).

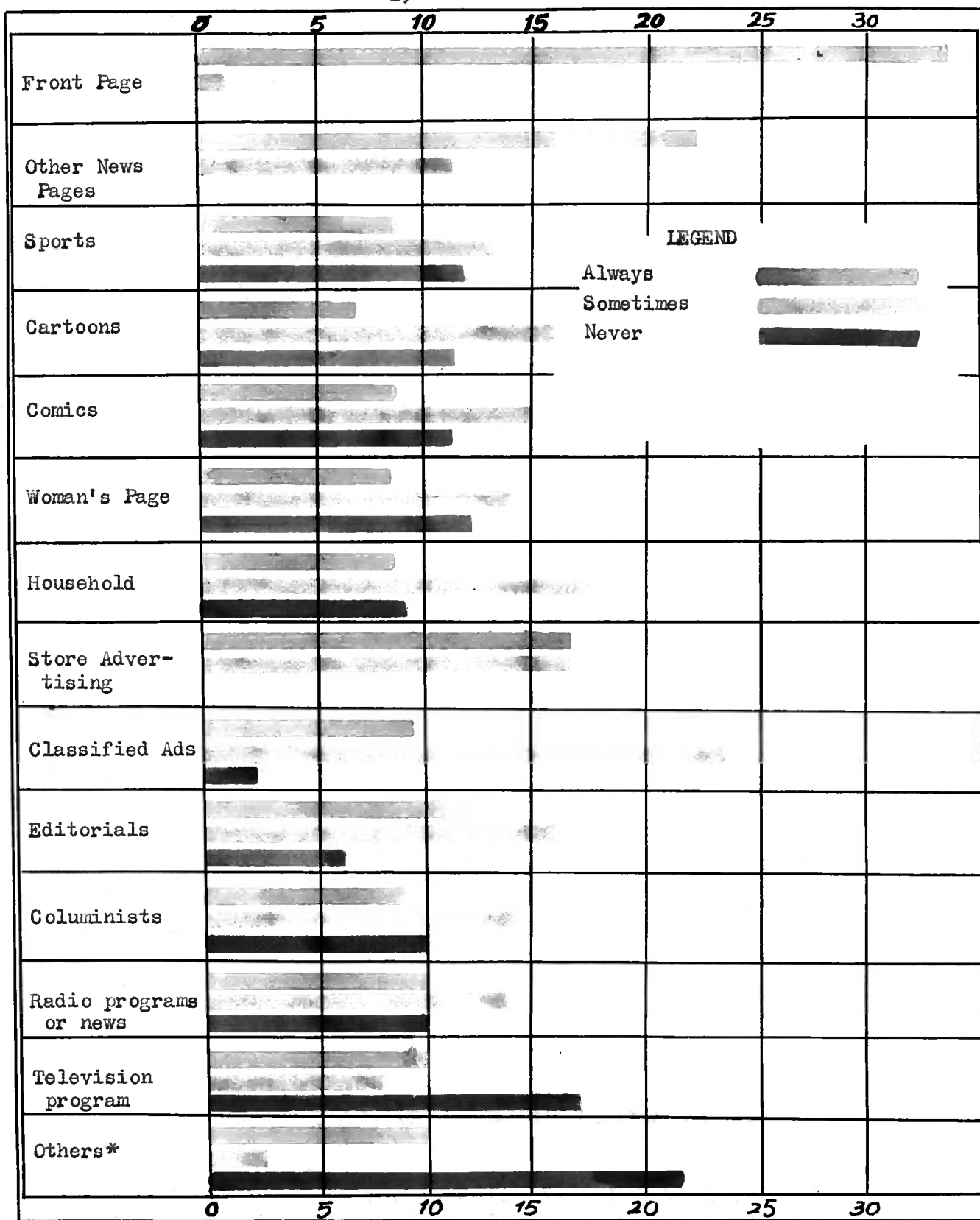
When respondents were asked the time of most frequent reading, 21 or 62 per cent of the 34 readers read in the mornings. This situation could be attributed to the accessibility of the newspapers since, as previously stated, the largest and second largest number of respondents subscribed to The Atlanta Constitution and The Atlanta World, both morning newspapers (see Table 9).

TABLE 9
TIME OF MOST FREQUENT READING

Time	Number	Percentage
Morning	21	62
Afternoon	3	9
Night	10	29
Total	34	100

When questioned about the amount of time spent reading the newspaper each day, 21 persons or 62 per cent of the readers, reported that they spent less than an hour a day reading the newspaper. Only 13, or 38 per cent, spent from one to three hours reading; none of the members of the sample spent four or more hours reading the newspaper (see Table 10).

Since it was believed that the method of reading the newspaper was an indication of the reading practices of the respondents, they were asked whether they scanned the newspaper, read it thoroughly, or



*Obituarialies and Crossword Puzzles

Fig. 1. Graph showing the number of persons reading certain sections of the newspaper and frequency of reading.

both scanned and read the newspaper thoroughly. Twenty-one persons or 62 per cent scanned, 12 or 35 per cent read the newspaper thoroughly, and one or three per cent did some of both (see Table 11).

TABLE 10
AMOUNT OF TIME SPENT READING DAILY

Amount of Time	Number	Percentage
Less than one hours	21	62
One to three hours	13	38
Four or more hours
Total	34	100

All respondents replied readily when they were asked about their reason or reasons for reading the newspaper. Thirty-two of the 34 readers read for information; only two read for relaxation.

TABLE 11
METHOD OF READING NEWSPAPERS

Method	Number	Percentage
Scanning	21	62
Thorough Reading	12	35
Both methods	1	3
Total	34	100

Members of the sample were asked about the circumstances under which they would read more newspapers. The 34 newspaper readers gave a variety of answers: six said if they had more time, 10 replied that they spent sufficient time reading the newspaper, 11 said if they had more money to buy more newspapers, five said if they had better vision, and two said they did not have a desire to read more newspapers.

It was not the intent of this investigation to try to determine the reason or reasons for non-readership of newspapers; however, when the seven non-readers stated that they did not read the newspaper, they also stated their reasons. Three persons were illiterate, three had visual difficulties, and one just didn't care to read the newspaper.

Reading of Magazines

In order to determine, further, the audiences of the printed media of communications and their characteristics, the use of magazines was investigated. The members of the sample were asked if they read magazines; their answers were analyzed by age, education, income, and occupation. They were also asked to give the source of the magazines, the titles, sections of magazines read, time of day they usually read them, the time spent reading them, reason or reasons for reading, and the circumstances under which they would read more magazines.

Nineteen of the 41 respondents or 46 per cent, read magazines. When analyzed in terms of the specified age levels, it was revealed that 14 persons between the ages of 60-69, and five between the ages of 70-79 read magazines. Exactly 50 per cent of the people in the 60-69 age bracket and 47 per cent of those in the 70-79 age bracket read magazines. The one person in the 80 and above bracket was a

non-reader (see Table 12).

TABLE 12
MAGAZINE READING BY AGE

Age Group	Magazine Readers		Non-readers		Total	Subscribers	Non-Subscribers
	Number	Percent-age	Number	Percent-age			
60-69	14	50	14	50	28	4	24
70-79	5	46	7	54	12	1	11
80 and above	1	100	1	...	1
Total	19	46	22	54	41	5	36

Magazine reading in terms of education increased with the amount of education of the members of the sample. Those persons in the no school category were non readers while those in the college category were 100 per cent magazine readers. Ten of the 27 persons on the grade school level, five of the eight persons on the high school level, and all four persons on the college level read magazines. It is important to point out that the findings revealed that education was an important factor in magazine reading among the persons in the sample (see Table 13).

When magazine reading was analyzed according to income, it was found that seven out of eight persons in the higher income bracket, three of 12 persons in the middle income bracket, and nine of 21 persons composing the sample in the lower income bracket read magazines (see

Table 14)

TABLE 13
MAGAZINE READING BY EDUCATION

Education	Magazine Readers		Non-readers		Total	Subscribers	Non-Subscribers
	Num-ber	Percent-age	Num-ber	Percent-age			
No School	2	100	2	...	2
Grade School	10	37	17	63	27	3	24
High School	5	63	3	37	8	1	7
College	4	100	4	1	3
Graduate or Professional
Total	19	46	22	54	41	5	36

It was expected that magazine reading among the members of the sample would vary according to their occupation. Because of this, respondents' replies to the question on magazine reading were analyzed according to their occupations. It was discovered that 10 of the 24 respondents in the group of retired laborers, and five of the seven respondents in the group of employed laborers were magazine readers. One person in the group of retired skilled workers and one person in the group of employed skilled workers read magazines. All of the respondents in the professional group read magazines. The skilled group had the smallest number of magazine readers with one reader in the retired group and one in the employed group. The group of laborers

had the largest number of magazine readers with 10 in the retired group and five in the employed group (see Table 15)

TABLE 14
MAGAZINE READING BY INCOME

Income	Magazine Readers		Non-readers		Total	Subscribers	Non-Subscribers
	Num-ber	Percent-age	Num-ber	Percent-age			
Higher: \$1000 and above	7	88	1	12	8	2	6
Middle: \$500 to 999	3	25	9	75	12	1	11
Lower: less than \$500	9	43	12	57	21	2	19
Total	19	46	22	54	41	5	36

In an effort to determine the quality of magazine reading among the members of the sample, those who read magazines were asked to give the title or titles of magazines they read. Ten titles of magazines were given. Life had the largest number, Ebony and Jet with four each had the second largest number of readers, and Look and Reader's Digest had the third largest number of readers with three each (see Table 16).

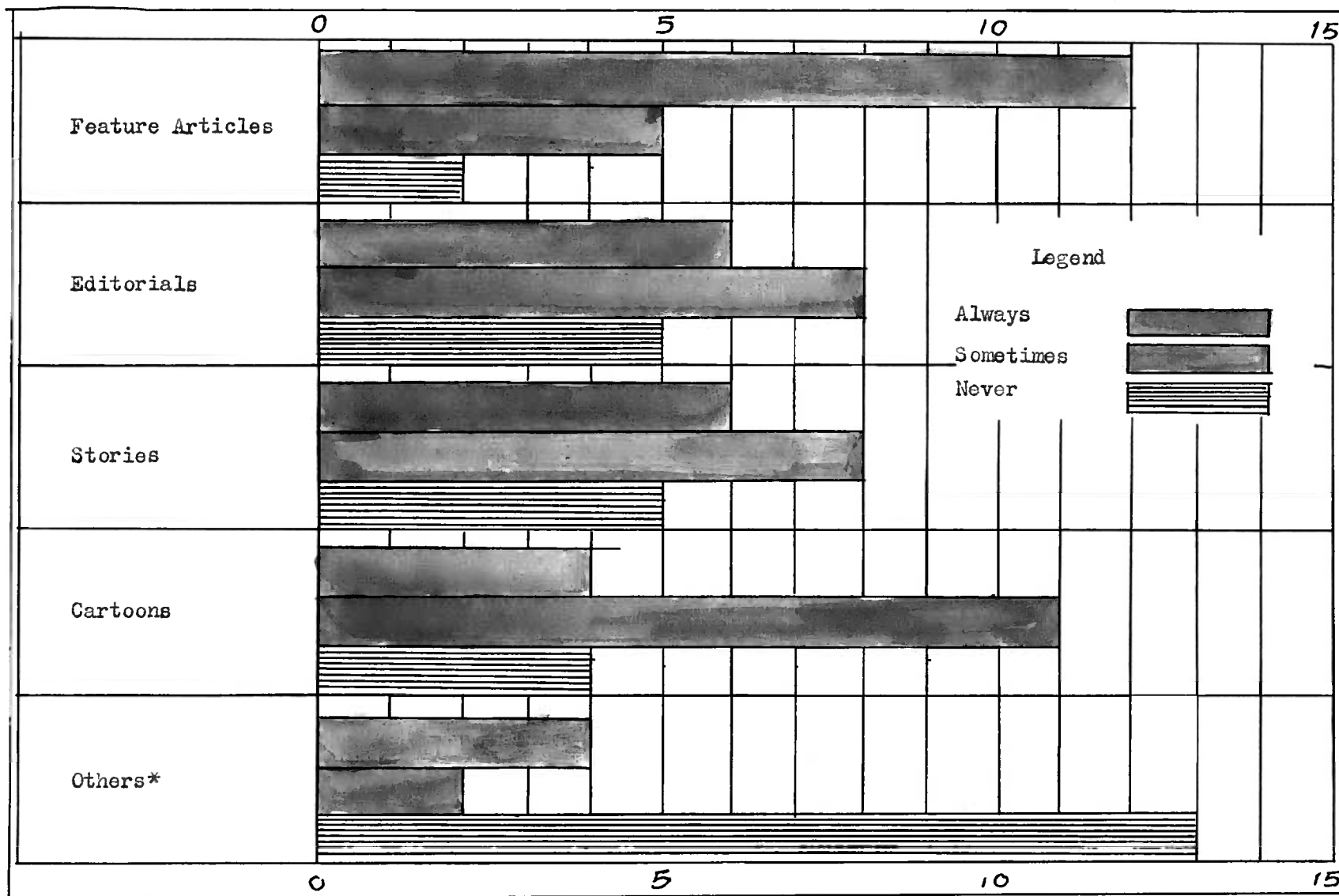
Out of the total of 19 magazine readers in the sample, only five subscribed to one or more magazines. Fourteen respondents obtained their magazines from other sources: three persons bought their magazines from the newsstands, seven obtained them from friends or neighbors, one person bought his from the drug store, one from the church,

and two from the newsboy.

TABLE 15
MAGAZINE READING BY OCCUPATION

Occupation	Magazine Readers		Non-readers		Total	Subscribers	Non-Subscribers
	Num-ber	Per-centage	Num-ber	Per-centage			
Laborers:							
Retired	10	41	14	59	24	3	21
Employed	5	71	2	29	7	...	7
Skilled workers:							
Retired	1	14	6	86	7	1	6
Employed	1	100	1	1	...
White collar workers:							
Retired
Employed
Professional:							
Retired	2	100	2	...	2
Employed
Total	19	46	22	54	41	5	36

Respondents were asked to state the sections of magazines read and the frequency with which they read them. More persons in the sample read feature articles than any other section: 12 persons read feature articles always, five read them sometimes, and two never. The second largest number of magazine readers read editorials: six persons read editorials always, eight sometimes and five never. The same was true for stories. All other sections had less than five persons who read them habitually (see Fig. 2).



*Obituaries and Crossword Puzzles

Fig. 2. Graph showing the number of persons reading certain sections of magazines and frequency of reading.

TABLE 16

TITLES OF MAGAZINES READ

Titles	Number of Readers
Life	6
Ebony	4
Jet	4
Look	3
Reader's Digest	3
House and Garden	1
Unity	1
Daily Word	1
Ladies' Home Journal	1
Watchtower	1

It is necessary to state that the sections of the magazines preferred were determined by the magazines read by most respondents. Life, Ebony, and Jet were the most frequently read magazines.

Ten persons included in the survey usually read magazines at night. The afternoon was the second time preference with six readers, and the morning hours had three readers (see Table 17).

Fifteen of the 19 respondents spent less than one hour a day reading magazines. Three spent from one to three hours a week, and one spent four or more hours per month (see Table 18).

When respondents were asked to give their reason or reasons for reading magazines, 12 of the 19 magazine readers replied that they read for information only, one for information and entertainment, one for

information and inspiration, one for information and relaxation, and one for relaxation only, Three persons could not give a reply.

TABLE 17

TIME OF MOST FREQUENT READING

Time	Number
Morning	3
Afternoon	6
Night	10
	<hr/>
Total	19

TABLE 18

AMOUNT OF TIME SPENT READING MAGAZINES

Amount of Time	Number
Less than one hour a day	15
One to three hours a week	3
Four or more hours a month	<u>1</u>
Total	19

Readers and non-readers of magazines were asked about the circumstances under which they would read more magazines. Of the 19 magazine readers, six persons said they had no desire to read additional magazines, six said if they had more time, four said if they had more money to purchase magazines, and four said if magazines were more accessible. The 22 non-readers of magazines gave a variety of circumstances: one person said if he had more time, one said if magazines had better contents, one said if it wasn't against her religion, three said if they

were able to read, four said if they had better vision, two said if they had money to buy them, and 10 said that under no circumstances would they read more magazines because they did not care for them.

Reading of Books

The interview schedule was also designed to determine the book audience and its distribution by age, education, income, and occupation. The frequency of book reading, source of books, titles, amount of time spent reading books, and reason or reasons for reading were recorded. Respondents were also asked to state the circumstances under which they would read more books.

Books had the smallest audience of all the printed media. It was found that only seven persons, representing 17 per cent of the sample, read books. When book reading among the sample was considered in terms of age, it was found that only four persons between the ages of 60-69 read books, and three persons between the ages of 70-79.

When book reading was analyzed in terms of education, it was revealed that four persons on the high school level, one on the college level, and two on the grade school level read books. The largest number of book readers was on the high school level. It was expected that the number of book readers would increase with an increase in education but such was not the case in this sample.

Income was not an important factor in book reading. It was found that there were two book readers in the higher income bracket, three in the middle income bracket, and two in the lower income bracket.

When book reading was considered in terms of occupation, it was discovered that five of the respondents fell in the group of laborers

and two in the group of retired skilled workers.

Respondents were asked to give the frequency of their book reading. Two persons stated that they read one book per year, one person said he read two per year, one said four per year, one said one book per month, one said two books a month, and one person said he did not know.

When the book readers were asked about the source of books, two replied that they bought them. The other five respondents obtained their books either from friends, their children, or neighbors.

As a supporting question to whether respondents read books, they were asked to submit the titles of books they had read. Four persons listed religious books such as Royal Path of Life, a book of Bible Stories, and books related to their religious faith. One person gave a title Dreamer in the Desert. Two persons were unable to give any titles whatsoever.

In reply to the question of how much time the members of the sample spent reading books, all seven of the book readers spent less than an hour daily.

When respondents were asked to give their reason or reasons for reading books, two persons read for religious inspiration, one for information, two for information and inspiration, one for information and relaxation, and one for entertainment.

The members of the book audience gave a variety of circumstances under which they would read more books: one person said if he had less visual difficulties, four persons said they did not have a desire to read more books, and two persons said if they had more

time.

The survey was not designed to determine the reason for not reading books; however, the non-readers stated their reasons for not reading. Eight persons said they did not take time to read books, 12 did not have a desire to read books, seven had poor vision, four were illiterate, and three did not give a reason.

Library Usage

The interview schedule was composed of questions which were designed to determine whether or not members of the sample used the library as a source for obtaining reading materials. Respondents were asked whether or not they owned a library card; each answer was in the negative. They were asked their reason for not having one and most of the respondents stated that they had never bothered to obtain one. Other respondents did not know what the investigator had reference to because they were not aware of the existence of the library. Some stated that their children had library cards, and some stated that they did not care to read.

Members of the sample were asked whether or not they had ever been to the public library. Only seven of the 41 persons interviewed had ever been to the library but these were not the same seven who were book readers. Two of the seven persons who had been to the library, had been there less than two times in the past year; the other five were unable to give a recent date of their last visit to the library. The few who visited the library went to accompany their children or to receive voting instructions.

In terms of age, education, income, and occupation, it was

revealed that only one person between 60-69 and two persons between 70-79 used the library as one source of obtaining materials. Two were on the grade school level and one on the high school level. All three were in the middle income bracket. In relationship to occupation, one person was in the group of retired skilled workers and two in the group of retired laborers.

When asked under what circumstances they would use the public library more, their answers were the same as those given for not having a library card, in addition to lack of adequate time.

Motion Picture Attendance

In an effort to get a better picture of the entire communications behavior of the sample, respondents were asked about their motion picture attendance, frequency of attendance, name of the theater they attended, the type or types of pictures they liked, the time of day they attended, and the reason they attended. They were also asked under what circumstances they would attend more motion pictures.

Of the 41 respondents in the survey, only two persons or five per cent of the sample, attended the motion pictures.

An analysis of the findings in terms of age revealed that the two persons who attended the motion pictures were between 60-69 years of age. It was the opinion of the investigator that motion picture attendance would vary according to age; his opinion was correct because the two persons who attended the motion pictures were in the youngest age bracket.

Motion picture attendance in relationship to the educational level of the respondents indicated that education is not a prime factor

in motion picture attendance. One of the persons who attended the motion pictures was on the high school level and one on the grade school level. It is important to point out that there were not any persons in the sample above the high school level who attended motion pictures.

One of the two persons who attended the motion pictures was in the lower income bracket, and one in the higher income bracket. The middle income bracket did not contain any persons who attended the motion pictures.

As for occupation, one person who attended the motion pictures was in the group of retired laborers and one was in the group of retired skilled workers.

When the two respondents in the sample were asked about their frequency of motion picture attendance, one stated that he attended approximately four times a month, and one said he attended two times a month. Both respondents attended the Ashby theater, a local neighborhood theater. There was a slight difference in the type of pictures the two respondents liked best: one liked religious types and the other dramatic types.

In regard to the time of day respondents attended the motion picture, one respondent usually attended in the afternoon and one at night. Their reasons for attending the motion pictures were similar: one respondent said he attended for relaxation and the other person attended for entertainment which could be a type of relaxation.

All of the 41 respondents were asked to give the circumstances under which they would attend more motion pictures. One of the two

persons who attended the motion pictures stated that he would attend more movies if his health were better; the other respondent stated that he would attend more motion pictures if he had more time and if the pictures were better. The 39 persons in the survey who did not attend the motion pictures gave a variety of circumstances: 26 persons said under no circumstances because they did not care for motion pictures, three said if they were physically able, two said if they had better vision, one said if motion pictures had more reality in them, three said if they did not have a television set, one said if motion pictures were more accessible, one said if he had more time, and two said if motion pictures were more wholesome.

Twenty-six of the 41 respondents, or 63 per cent of the sample, did not and would not attend the motion pictures under any circumstances.

Use of the Radio

The data on the communications behavior of a selected number of senior citizens residing in Census Tract F-25 in regard to the use of the radio revealed that 37 persons or 90 per cent of the sample were radio listeners. By age group, those persons between the ages of 60-69 included the largest number of listeners with 93 per cent of that group listening. All the other age groups ranged above 80 per cent (see Table 19).

According to the data from the survey, education was not necessarily an important factor in radio listening among the sample. One hundred per cent of the persons with no schooling were radio listeners, while only 85 per cent of those with a grade school education.

Those persons with a high school and college education were 100 per cent listeners (see Table 20).

TABLE 19
RADIO LISTENING BY AGE

Age Group	Listeners		Non-listeners		Total
	Number	Percentage	Number	Percentage	
60-69	2	100	2
70-79	23	85	4	15	27
80 and above	1	100	1
Total	37	90	4	10	41

TABLE 20
RADIO LISTENING BY EDUCATION

Education	Listeners		Non-listeners		Total
	Number	Percentage	Number	Percentage	
No School	2	100	2
Grade School	23	85	4	15	27
High School	8	100	8
College	4	100	4
Graduate or Professional School
Total	37	90	4	10	41

Radio listening in relationship to income among the members of

the sample revealed that radio listening increased along with an increase in income. Eighty-six per cent of the persons in the lower income bracket, 92 per cent in the middle income bracket, and all of those in the higher income bracket listened to the radio (see Table 21).

TABLE 21
RADIO LISTENING BY INCOME

Income	Listeners		Non-listeners		Total
	Number	Percent-age	Number	Percent-age	
Higher: \$1000 and above	8	100	8
Middle: \$500 to 999	11	92	1	8	12
Lower: less than \$500	18	86	3	11	21
Total	37	90	4	10	41

It was discovered in terms of occupation that 21 of the 24 persons in the group of employed laborers were radio listeners. Six of the seven respondents in the group of skilled workers, and all of the respondents in the group of employed skilled workers as well as retired professional workers were radio listeners (see Table 22).

Respondents were questioned about their radio ownership. It was found that 39 respondents either owned or had access to a radio. As for favorite type programs, news, religion, including sermons, gospel singing, and lectures were listened to most. Table 23 shows the types of programs and the number of listeners.

TABLE 22
RADIO LISTENING BY OCCUPATION

Occupation	Listeners		Non-listeners		Total
	Number	Per-centage	Number	Per-centage	
Laborers:					
Retired	21	87	3	13	24
Employed	7	100	7
Skilled workers:					
Retired	6	86	1	14	7
Employed	1	100	1
White collar workers:					
Retired
Employed
Professionals:					
Retired	2	100	2
Employed
Total	37	90	4	10	41

The largest number of persons listened to the radio during the morning hours and the second largest number listened at night (see Table 24).

Respondents' replies to the question concerning the amount of time spent listening to the radio revealed that 16 persons spent less than one hour a day listening to the radio. Nineteen persons spent from one to three hours and two spent four to six hours a day listening to the radio (see Table 25).

A question on the interview schedule was included for the purpose of determining some of the things that respondents did while listening to the radio, since radio is one of the media that could be utilized

while performing another task. It was revealed that two persons in the sample ate while listening to the radio, nine did house work, 22 just listened, and four read.

TABLE 23

NUMBER OF LISTENERS TO RADIO PROGRAMS
SPECIFIED BY RESPONDENTS

Types of Programs	Number of Listeners
Religious	30
News	29
Musical	3
Serials	3
Comedy	1
Variety	1
Sports	1

TABLE 24

TIME OF MOST FREQUENT LISTENING

Time of Day	Number Listening
Morning	16
Afternoon	5
Night	15

When respondents were asked to give their reason or reasons for listening to the radio, each of the 37 persons gave one or more reasons: five for information, nine for information and entertainment, 11 for information and inspiration, four for entertainment, two for inspiration, four for information and relaxation, one for companionship, and one for relaxation. It is important to note that 29 of the 37 listeners

included information as their reason or one of their reasons for listening to the radio.

TABLE 25

AMOUNT OF TIME SPENT LISTENING DAILY

Amount of Time	Number
Less than an hour	16
One to three hours	19
Four to six hours	2
More than six hours	0

Fourteen persons in the sample stated that they would not listen to the radio more under any circumstances because they did not desire to do so. Sixteen persons said they would listen to the radio more if they had more time, four said if there were more religious programs, and one said if he had greater access to a radio.

Use of Television

In order to obtain a comprehensive and more complete picture of the communications behavior of a selected number of senior citizens residing in Census Tract F-25, certain questions were provided on the interview schedule concerning the use of the youngest audio-visual media, television. Questions were asked about television viewing, ownership, time spent viewing, time of viewing, preferences in regard to types of programs, and the circumstances under which the respondents would view television more.

It was found that 33 or 80 per cent of the persons in the sample, viewed television. In terms of age, 86 per cent of those who viewed

were between the ages 60-69, 67 per cent between 70-79; and 100 per cent in the 80 and above group (see Table 26).

TABLE 26
TELEVISION VIEWING BY AGE

Age	Viewers		Non-viewers		Total
	Number	Percent-age	Number	Percent-age	
60-69	24	86	4	14	28
70-79	8	67	4	33	12
80 and above	1	100	1
Total	33	80	8	20	41

Analysis of the data on television viewing in terms of education indicated that television viewing among the sample increased with education from 50 per cent of those persons with no schooling to all of those on the college level (see Table 27).

The data on television viewing did not show a constant increase along with income. All persons in the higher income bracket, 86 per cent of those in the lower income bracket, but only 58 per cent of those in the middle income bracket viewed television (see Table 28).

Television viewing among the persons in the sample according to occupation ranged from 78 per cent of those in the laborer category to 100 per cent of those in the professional category. Eighteen of the 24 respondents in the group of retired laborers and six of the seven respondents in the group of employed laborers and retired skilled workers

were television viewers. All of the respondents in the group of employed skilled workers and retired professional workers were television viewers (see Table 29).

TABLE 27
TELEVISION VIEWING BY EDUCATION

Education	Viewers		Non-viewers		Total
	Number	Percent- age	Number	Percent- age	
No school	1	50	1	50	2
Grade School	21	78	6	22	27
High School	7	88	1	12	8
College	4	100	4
Graduate or Pro- fessional School
Total	33	80	8	20	41

TABLE 28
TELEVISION VIEWING BY INCOME

Income	Viewers		Non-viewers		Total
	Number	Percentage	Number	Percentage	
Higher: \$1000 and above	8	100	8
Middle: \$500 to 999	7	58	5	42	12
Lower: less than \$500	18	86	3	14	21
Total	33	80	8	20	41

TABLE 29
TELEVISION VIEWING BY OCCUPATION

Occupation	Viewers		Non-viewers		Total
	Number	Percent- age	Number	Percent- age	
Laborer:					
Retired	18	75	6	25	24
Employed	6	86	1	14	7
Skilled workers:					
Retired	6	86	1	14	7
Employed	1	100	1
White Collar workers:					
Retired
Employed
Professionals:					
Retired	2	100	2
Employed
Total	33	80	8	20	41

Provision was made on the interview schedule to determine whether respondents owned or had access to a television set. Twenty-eight persons owned a television set and three had access to one.

In regard to the amount of time spent viewing television, 67 per cent of the viewers spent from one to three hours, 30 per cent spent less than one hour, and three per cent spent from four to six hours viewing television (see Table 30).

In order to secure further information on the television viewing practices of the sample, respondents were questioned about the approximate time of day they viewed television. The majority of the television viewers, 25 persons, viewed television at night. One person

viewed television in the morning and seven persons in the afternoon (see Table 31).

TABLE 30
AMOUNT OF TIME SPENT VIEWING TELEVISION

Amount of Time	Number	Percentage
Less than one hour	10	30
One to three hours	22	67
Four to six hours	1	3
More than six hours
Total	33	100

All respondents, except one, named one or more programs that they viewed most frequently and indicated that the programs named were their favorites. Quiz programs had the largest audience, 16, and news reports had the second largest, eight (see Table 32).

TABLE 31
TIME OF DAY OF MOST FREQUENT VIEWING

Time of Day	Number
Morning	1
Afternoon	7
Night	25

The viewers and non-viewers of television were asked to give the circumstances under which they would view television more. The viewers reported numerous circumstances: 14 persons said no circumstances because

they did not have a desire to watch television more; nine said if programs were more wholesome; nine stated if they had more time; and one said if his vision were better. Five of the eight persons who were non-viewers of television said they would view television if they owned or had access to one, and three persons said if they did not suffer with visual difficulties. The 14 persons who said they would not view television more under any circumstances felt that they spent enough time viewing television.

TABLE 32

PROGRAMS MOST FREQUENTLY VIEWED

Types of Programs	Number of Viewers
Quizz.	16
News	8
Serials	6
Sports	6
Detective Stories	5
Adult Western	5
Religious	5
Musical	5
Variety	4
Drama	3
Comedy	1
Children (cartoons)	1
No particular program	1

Comparison of Preferences Among Media

Forty of the 41 persons interviewed stated their preferences for certain of the communications media. The radio ranked highest with 18; television ranked second with 13; and newspapers ranked third with eight. Only one person preferred magazines and one person had no particular preference. Books and motion pictures were not preferred by any of the respondents (see Table 33).

TABLE 33

PREFERENCES AMONG MEDIA

Media	Preferences
Radio	18
Television	13
Newspapers	8
Magazines	1
No Preference	1
Books
Motion Picture

The persons who mentioned radio as their favorite gave one of three reasons for their choice: there were more news and religious programs, they could listen to it without interrupting their chores, and they could not read the printed media well. Those who gave television as their favorite, indicated that they could both see and hear what was happening. The reasons for selecting the newspaper as the favorite of some members of the sample were because of the variety of store advertisements in the newspaper in addition to the fact that the newspaper allowed them to read and re-read it if they so desired. The person who selected magazines as her favorite did so because they served as a source of inspiration inasmuch as she read only those magazines related to her religious faith.

CHAPTER IV

SUMMARY AND CONCLUSIONS

Summary

This study has been concerned with the communications behavior of a selected number of senior citizens residing in Census Tract F-25. An analysis of the data was made to reveal the extent of utilization of the mass media and of the library. The study was primarily designed to reveal the influence of age, education, income and occupation on the practices observed.

The reactions of the group to books, newspapers, magazines, motion pictures, radio, and television, along with the use of the library were recorded. The findings of the survey revealed that less than six per cent of the sample used the library or attended motion pictures. Because of the small percentage, the comparison in this summary does not include these practices. The reactions of the members of the sample to books, magazines, newspapers, radio, and television, and the effect of age, education, income, and occupation will be summarized.

From a sample of 49 respondents, 41 interviews were obtained. A distribution of respondents according to age and education disclosed that 19 persons between the ages of 60-69, seven between the ages of 70-79, and one in the 80 and above bracket fell in the grade school category. Six of the eight respondents in the high school category

were between the ages 60-69. These observations are important in the consideration of the communications behavior of the sample (see Table 34).

A distribution of the sample by income and occupation revealed that 22 of the 41 respondents were in the lower income bracket. Fourteen of the 22 respondents in the lower income bracket fell in the group of retired laborers. This indicated that the occupational status of the sample had a definite effect on their income (see Table 35).

Of the communications media, the radio had the largest audience, newspapers had the second largest, television the third largest, magazines and books the smallest audience.

An analysis of the practices regarding newspaper reading disclosed that 34 respondents read significant news section of the newspaper. Newspapers are therefore of much value to the cultural enhancement of the members of the sample.

Magazines, with 19 readers, were average in cultural value to the respondents. Life had the largest number of readers, Jet and Ebony had the second largest, and Reader's Digest and Look the third largest number of readers.

Books, which had a very small audience, were of limited educational and cultural significance to the members of the sample. Of the seven persons who read books, only five were able to give titles. Four of the titles given were related to the religious faith of the particular respondent. One title was of a general nature. The library was not a significant institution in the communications practices of this group of aged citizens.

TABLE 34

DISTRIBUTION OF SAMPLE BY AGE AND EDUCATION

Educational Level	Age			Total
	60-69	70-79	80 and above	
No School	1	1	...	2
Grade School	19	7	1	27
High School	6	2	...	8
College	2	2	...	4
Graduate or Professional School
Total	28	12	1	41

TABLE 35

DISTRIBUTION OF SAMPLE BY INCOME AND OCCUPATION

Occupation	Higher: \$1000 and above	Middle: \$500 to 999	Lower: less than \$500	Total
Laborers:				
Retired	2	8	14	24
Employed	3	1	3	7
Skilled workers:				
Retired	1	3	3	7
Employed	1	1
White Collar workers:				
Retired
Employed
Professional workers:				
Retired	1	...	1	2
Employed
Total	8	12	21	41

The radio, with 37 listeners, had the largest audience of all the media. The radio offered unlimited educational and cultural enrichment to the members of the sample as reflected through the types of programs they listened to most frequently. Twenty-nine persons listened to the news for information while 30 listened to religious programs for information and inspiration.

Television, with 33 viewers, had the third largest audience. The types of programs viewed most frequently by the members of the sample were quiz programs, with 16 viewers, and news reports, with eight viewers. Respondents revealed that the programs viewed most were their favorite programs. Inasmuch as the largest number of persons viewed news reports and quiz programs, it could be concluded that television makes an important contribution to the educational and cultural experiences of the sample.

The use of all the mass media in relationship to age was greatest among the youngest group of respondents, 60-69 age group, than the other two age groups. There were some respondents in the first two age groups 60-69, and 70-79, who made use of all the media. The one respondent in the 80 years of age and above group only made use of three of the media, the newspaper, the radio, and television (see Table 36).

In terms of education, there was an increase in the use of the mass media of communications along with an increase in education, with the exception of books. The two respondents who had no education did not utilize any of the printed media; however, both were a part of the radio audience and one person used television (see Table 37).

TABLE 36
THE USE OF THE MEDIA BY AGE

Age Group	Number in	Books		Magazines		Newspapers		Radio		Television	
		Num-ber	Percent-age	Num-ber	Percent-age	Num-ber	Percent-age	Num-ber	Percent-age	Num-ber	Percent-age
60-69	28	4	11	14	50	25	89	26	93	24	86
70-79	12	3	25	5	46	8	67	10	83	8	67
80 and above	1	1	100	1	100	1	100
Total	41	7	17	19	46	34	83	37	90	33	80

TABLE 37

USE OF THE MEDIA BY EDUCATION

Education	Number in	Books		Magazines		Newspapers		Radio		Television	
		Num- ber	Percent- age	Num- ber	Percent- age	Num- ber	Percent- age	Num- ber	Percent- age	Num- ber	Percent- age
No School	2	2	100	1	50
Grade School	27	2	7	10	37	22	81	23	85	21	78
High School	8	4	50	5	63	8	100	8	100	7	88
College	4	1	25	4	100	4	100	4	100	4	100
Graduate or Pro- fessional School
Total	41	7	17	19	46	34	83	37	90	33	80

Level of income was not a very significant factor in the use of the mass media communications. A greater percentage of respondents in the lower income bracket used the media, with the exception of books and the radio, than those in the middle income bracket. Respondents in the higher income bracket utilized the media more so than those in the lower or middle income bracket (see Table 38).

The use of the media in relationship to the occupation of the sample was greater among the employed persons than among the retired persons in each occupational category except professional workers. It was expected that a greater percentage of retired persons rather than employed persons would be using the media because of the possibility of retired persons having more leisure time, but according to the findings of this study, this was not true (see Table 39).

As for preferences among media, the radio ranked highest with 18; television ranked second with 13; and newspapers third with eight. Only one person preferred magazines and one person did not have any preference.

Conclusions

This study has succeeded in verifying the assumption that certain socio-economic factors influence a person's behavior toward the mass media of communications. The following conclusions could be reached in regard to this study: (1) age and education are factors which influence a person's behavior toward the mass media; (2) education exerts a stronger influence on the printed media audience than spectator media audience; (3) education exerts a stronger influence

TABLE 38

USE OF THE MEDIA BY INCOME

Income	Number in Sample	Books		Magazines		Newspapers		Radio		Television	
		Num-ber	Percent-age	Num-ber	Percent-age	Num-ber	Percent-age	Num-ber	Percent-age	Num-ber	Percent-age
Higher: \$1000 and above	8	2	25	7	88	8	100	8	100	8	100
Middle: \$500 to 999	12	3	25	3	25	8	75	11	92	7	58
Lower: less than \$500	21	2	9	9	43	18	86	18	86	18	86
Total	41	7	17	19	46	34	83	37	90	33	80

TABLE 39

USE OF MEDIA BY OCCUPATION

Occupation	Number in Sample	Books		Magazines		Newspapers		Radio		Television	
		Num-ber	Percent-age	Num-ber	Percent-age	Num-ber	Percent-age	Num-ber	Percent-age	Num-ber	Percent-age
Laborers:											
Retired	24	5	21	10	41	19	79	21	87	18	75
Employed	7	5	71	7	100	7	100	6	86
Skilled workers:											
Retired	7	2	29	1	14	5	71	6	86	6	86
Employed	1	1	100	1	100	1	100	1	100
White Collar workers:											
Retired
Employed
Professional workers:											
Retired	2	2	100	2	100	2	100	2	100
Employed
Total	41	7	17	19	46	34	83	37	90	33	80

on the mass media audience than age, income, and occupation; and (4) income and occupation exert a light influence on the mass media audience.

Newspaper reading.--Income is insignificant as a factor which may determine the composition of the newspaper reading audience. Newspaper reading tends to increase with education and levels of occupation, and decreases with an increase in age.

Magazine reading.--Income and occupation are insignificant as a factor which may determine the composition of the magazine reading audience. In terms of percentage, magazine reading increases with education and decreases with an increase in age.

Book reading.--The amount of book reading decreases with an increase in age and education. Income and occupation exert a slight influence on book reading.

Radio listening.--Age, education, and occupation are insignificant factors in the composition of the radio audience. Radio listening increases with an increase in income.

Television viewing.--Age and income are insignificant factors in the composition of the television viewing audience. Television viewing increases with education and level of occupation.

APPENDIX

THE COMMUNICATIONS BEHAVIOR OF A SELECTED NUMBER OF
SENIOR CITIZENS RESIDING IN CENSUS TRACT F-25
ATLANTA, GEORGIA

Interview Schedule

Preliminaries

Number_____ Age: 60-69_____ Income: Higher. \$1000 and above_____
Sex: M_____ 70-79_____ Middle \$500-999 _____
F_____ 80 and over_____ Lower less than \$500_____
Education: No School _____ Occupation:
Grade School _____ Retired _____
High School _____ Laborer _____
College _____ Skilled _____
Graduate or Professional School _____ White Collar _____
Professional _____

Newspapers

1. Do you read newspapers? _____
2. White one(s) do you read
Atlanta Daily World _____ Atlanta Constitution _____
Atlanta Journal _____ Pittsburgh Courier _____ Others _____
3. To which one(s) do you subscribe? _____
3a. If respondent does not subscribe, but read, ask sources _____

4. Which parts of the paper do you read?

- | | Always | Sometimes | Never |
|-----------------------------|--------|-----------|-------|
| Front Page | _____ | _____ | _____ |
| Other news pages | _____ | _____ | _____ |
| Sports | _____ | _____ | _____ |
| Cartoons | _____ | _____ | _____ |
| Comics | _____ | _____ | _____ |
| Woman's page | _____ | _____ | _____ |
| Household | _____ | _____ | _____ |
| Store advertising | _____ | _____ | _____ |
| Classified ads | _____ | _____ | _____ |
| Editorials | _____ | _____ | _____ |
| Columnists | _____ | _____ | _____ |
| Radio programs or news | _____ | _____ | _____ |
| Television programs or news | _____ | _____ | _____ |
| Others | _____ | _____ | _____ |
5. When do you usually read the paper? Morning ____ Afternoon _____
Night _____
 6. Approximately how many hours do you spend each day reading the Newspaper? Less than one hour ____ One to three hours ____ Four or more hours ____
 7. How do you read the newspaper? Scan ____ Thoroughly ____ Some of both ____
 8. Why do you read newspaper? Information ____ Relaxation ____
Others _____
 9. Under what circumstances would you read additional newspapers?

Magazines

1. Do you read magazines? _____
2. Which one (s) do you read? _____
3. To which one(s) do you subscribe? _____
3a If you do not subscribe, where do you obtain those you read?

4. Which section of the magazine do you read?

Always Sometimes Never

Editorials	_____	_____	_____
Feature articles	_____	_____	_____
Stories	_____	_____	_____
Cartoons	_____	_____	_____
Others	_____	_____	_____

5. When do you usually read magazines? Morning _____ Afternoon _____ Night. _____
6. Approximately how much time do you average reading magazines?
Less than an hour Day _____ One to three hours Week _____ Four or more hours Month _____
7. Why do you read magazines/ Information _____
8. Under what circumstances would you read additional magazines?

Books

1. Have you read any books lately? _____
2. Approximately how many books do you read per month? _____
3. Where do you obtain those books that you read? _____
4. What was the name of some books that you have read recently?

5. Approximately how much time do you spend reading books daily?
Less than an hour _____ One to two hours _____ More than two hours _____
6. Why do you read books? _____
7. Under what circumstances would you read more books? _____

Use of the Library

1. Do you own a library card? _____
2. If not, what is your reason? _____
3. Have you ever been to the public library? _____ How many times
in the past year? _____ Less than two times _____ Three to
ten times _____ More than ten times _____

4. Does someone else bring books to you from the public library? _____
 5. Under what circumstances would you use your public library more?
-

Motion Pictures

1. Do you go to the motion pictures? _____
 2. Approximately how often do you attend? _____
 3. Which theater do you usually attend? _____
 4. What kinds of pictures do you like best? _____
 5. When do you usually attend motion pictures? Afternoon _____
Night _____
 6. Why do you attend motion pictures? _____
 7. Under what circumstances would you attend more motion pictures?
-

Radio

1. Do you listen to the radio? _____
 2. Do you own a radio? _____ Do you have access to a radio? _____
 3. What are your favorite type programs? _____
-
4. When do you listen to the radio most? Morning _____ Afternoon _____
Night _____
 5. Approximately how much time per day do you spend listening to the radio?
Less than one hour _____ One to three hours _____
Four to six hours _____ More than six hours _____
 6. What do you do while listening to the radio?
Just listen _____ Eat _____ House work _____ Dress _____ Sew _____ Read _____
Others _____
 7. Why do you listen to the radio? _____
 8. Under what circumstances would you listen to the radio more? _____
-

Television

1. Do you look at television? _____
2. Do you own a television set? _____ Do you have access to a television set? _____
3. Approximately how much time do you spend each day looking at television? _____

Less than one hour _____	One to three hours _____
Four to six hours _____	More than six hours _____
4. Approximately what time of day do you view television?
Morning _____ Afternoon _____ Night _____
5. What programs do you view most frequently? _____

6. Under what circumstances would you view television more? _____

Comparison of Preferences Among Media

1. Which do you like best?
Books? ____ Radio? ____ Magazines? ____ Television? ____
Newspapers? ____ Motion pictures? ____
2. Why is _____ your favorite? _____

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